MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

DEPT. SBM   COURSE NO. SBMT2331

NUMBER OF CREDITS: 1

COURSE TITLE: SBM Market Research

CATALOG DESCRIPTION: In this course the business owner or manager will conduct a market research project focused on an area of value to their business. They will learn some of the approaches to finding information and data regarding their business, their industry, and their products. From this the student should be able to search specific business issues, questions, and information.

AUDIENCE: Small Business Owners & Managers

FULFILLS MN TRANSFER CURRICULUM AREA(S): *N/A*

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE: Semester

THIS COURSE IS USUALLY OFFERED:
Every other year ☐   fall ☐   spring ☐   summer ☐   undetermined X

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:
      a. Identify formal market research options
      b. Identify informal market research options
      c. Describe primary market research methods and sources
      d. Describe secondary market research methods and sources
      e. Identify industry and trade research resources
      f. Research how the internet can be used to locate information

2) THINKING SKILLS:
      a. Create basic research strategy
      b. Evaluate market research

3) COMMUNICATIONS SKILLS:

4) HUMAN DIVERSITY:

      a. Identify diverse population that would affect products and services sold
      b. Identify how to reach an ethnically diverse population

TOPICS TO BE COVERED:

    1) Conducting market research

LIST OF EXPECTED COURSE OUTCOMES:

    1) See above

LEARNING/TEACHING TECHNIQUES used in the course are:

☐ Collaborative Learning	X Problem Solving
X Student Presentations	☐ Interactive Lectures
☐ Creative Projects	X Individual Coaching
X Lecture	☐ Films/Videos/Slides
X Demonstrations	☐ Other (describe below)
☐ Lab	

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

☐ Reading	☐ Tests	X Individual Projects
☐ Oral Presentations	X Worksheets	☐ Collaborative Projects
☐ Textbook Problems	☐ Papers	☐ Portfolio
☐ Group Problems	☐ Term Paper	
☐ Other (describe below)		

EXPECTED STUDENT LEARNING OUTCOMES: See above

The information in this course outline is subject to revision

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.